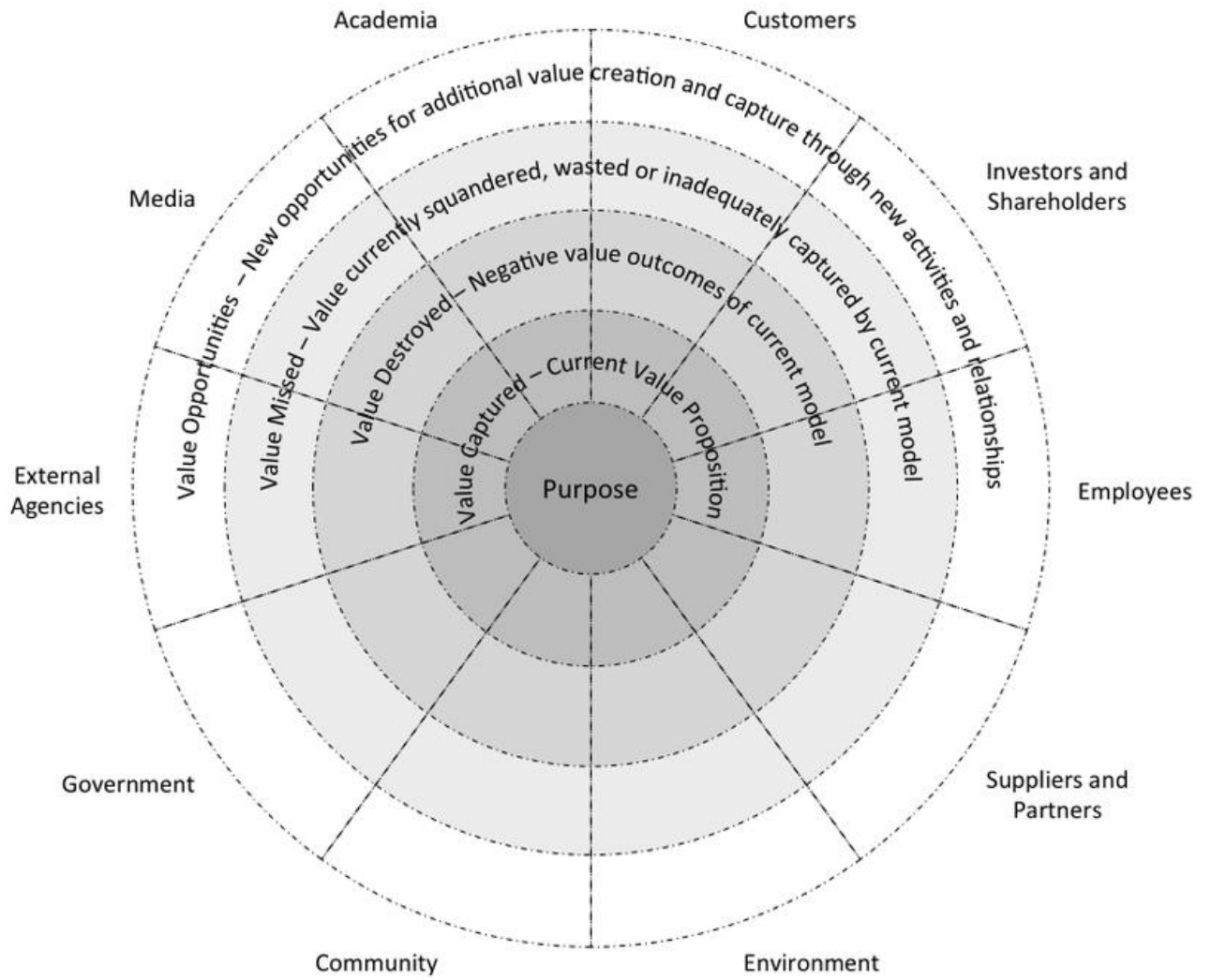


VALUE MAPPING



source: Bocken et al, 2013